

# **Memperkasa Peranan Pengguna Perpustakaan melalui Teknologi Web 2.0**

**SYAHRUL NIZAM JUNAINI**

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*Universiti Malaysia Sarawak (UNIMAS)*

[www.syahrulnizam.com](http://www.syahrulnizam.com)

[facebook.com/syahrulnizam](https://facebook.com/syahrulnizam)

# Kandungan

Pengenalan Teknologi Web 2.0

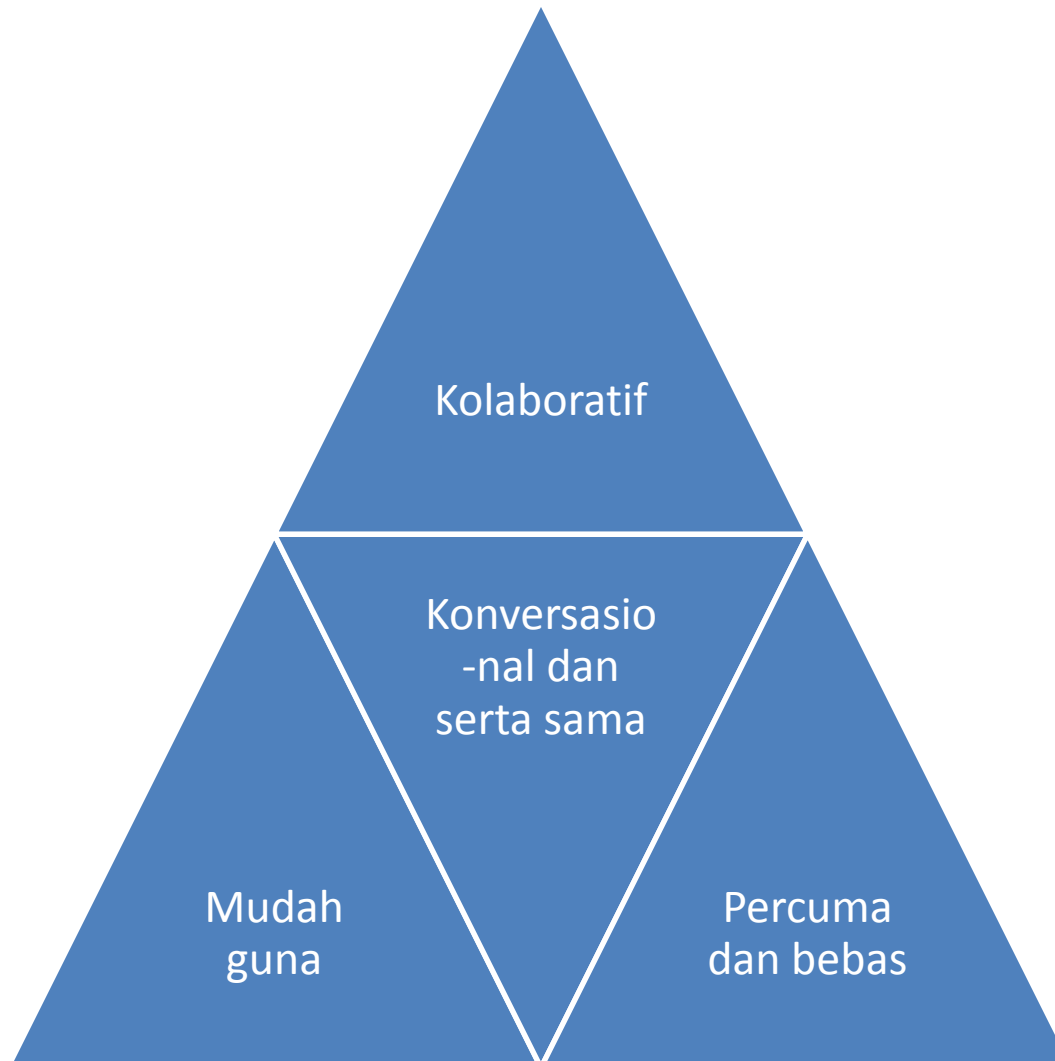
Perpustakaan 2.0

Isu dan persoalan

Belajar dari Amazon.com

Penutup

# Teknologi Web 2.0



# Aplikasi Web 2.0

Blog

Facebook

Flickr

YouTube

Wikipedia

**Perpustakaan + Web 2.0 =  
Perpustakaan 2.0**

# Perpustakaan 2.0

“Aplikasi teknologi interaktif, colaboratif dan multimedia pada perkhidmatan koleksi perpustakaan berasaskan web.”  
(Maness, 2006).



# Kebijaksanaan Sosial

“Kepelbagaian idea  
sangat penting dalam  
membuat keputusan.”

~ *James Surowiecki,*  
*Wisdom of the Crowd*

# 4 Elemen Perpustakaan 2.0

[Maness, 2006]





# Memaksima Kewujudan Maya

Portal rasmi ([www.cais.unimas.my](http://www.cais.unimas.my))

Facebook

Blog

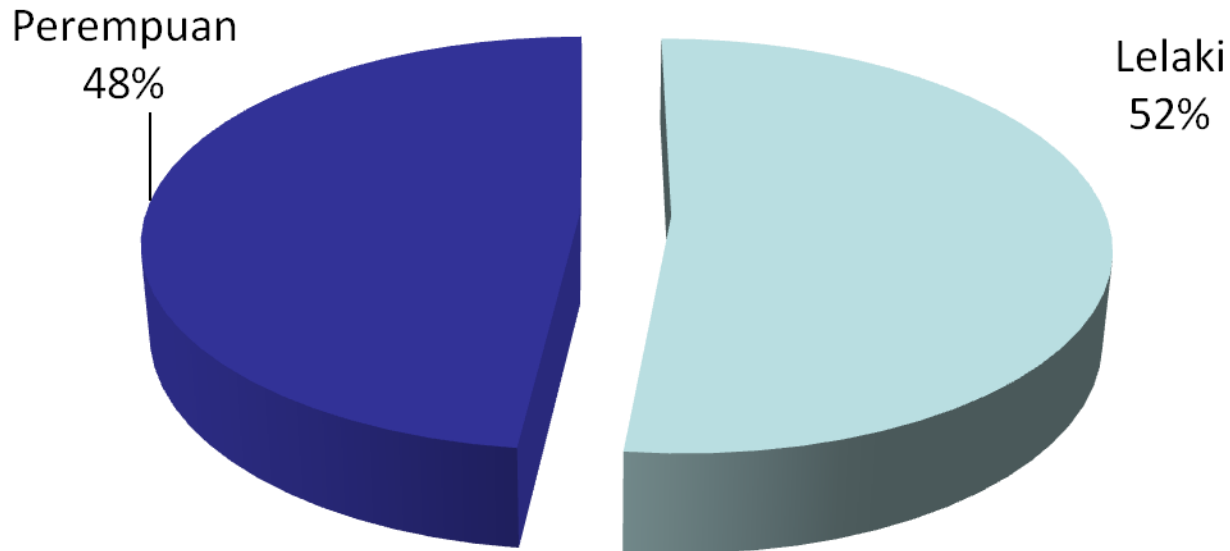
YouTube

Twitter



# Statistik Oktober 2010

Jumlah pengguna Facebook Malaysia: 8 420 3800



Sumber: Facebakers.com

# **Peratusan penduduk Malaysia yang mempunyai akaun Facebook ialah 32.19%**

*Statistik Oktober 2010 (Facebakers.com)*





**“Internet kini dikuasai oleh Facebook!”**



# “Negara” ketiga terbesar!

💡 “Jumlah pengguna **facebook** di seluruh dunia telah melebihi jumlah penduduk Amerika Syarikat.”

– *siliconvalley.com, 2 December 2009.*

Rank ⌂	Country / Territory ⌂	Population ⌂	Date Last Updated ⌂	% of World Population ⌂
1	 <b>China</b> <sup>[5]</sup>	1,334,450,000	December 2, 2009	19.62%
2	 <b>India</b>	1,173,310,000	December 2, 2009	17.25%
3	 <b>United States</b>	308,064,000	December 2, 2009	4.53%

 **facebook**

Sumber: *United Nations Department of Economic and Social Affairs – Population Division*

# Facebook good for business, too

BY ADELIN LIOG

Facebook is not just for schoolchildren or college students. Many individuals and companies are using the increasingly popular social media network site not just as a platform for online interaction but also to market their products and services.

Individuals and companies keen to use the tools offered by Facebook to efficiently market their products and services are seeking the advice of ICT experts like Syahrul Nizam Junaini of Universiti Malaysia Sarawak (UNIMAS).

The Senior Lecturer in the university's Faculty of Computer Science and Information Technology told *Eastern Times* that he had been invited a few times by business companies in Kuala Lumpur to share his expertise on how to market their products and services on Facebook.

According to Syahrul, Facebook is good for networking and marketing because it is free, simple to use and has millions of users.

"Facebook, which currently has 400 million million users, had been ranked the third largest nation in the world, leaving behind the United States with a population of almost 309 million," he pointed out.

Syahrul was interviewed after presenting a talk on "The Power of Facebook" at a Forum on Online Social Networking: Let's talk about Facebook! organised by Angkatan Zaman Mansang (AZAM).

He told those present at the talk that Denmark had the world's largest Facebook pen-



Syahrul Nizam Junaini of UNIMAS.



Rosalind Yung of AZAM.

in the next 10 years or so. By then, the site would improve and feature more advanced tools.

The objectives of the forum, organised by Angkatan Zaman Mansang (AZAM) and held at its complex, were to encourage social interaction among AZAM members and associates, to emphasise the function of social networking sites, especially Facebook, as an effective, yet free communication tool, especially to the members, to get balanced views from participants on the pros and cons of social networking sites and to create ICT awareness among members.

The forum featured three panelists, namely, AZAM member, William Chan, who also chaired the event, chairman of Kuching Division Journalists Association (KDJA), Alice Wee and AZAM Integrity Ambassador, Harris Fadillah bin Mohamad.

Chan, who talked about "Online Social Network: Bridging The Communication

might regret later. She warned them that IT administrators could retrieve whatever they had deleted on the computer.

Wee also felt that a forum on the right use of online social networking was timely.

Harris, who spoke on "The Youth's Perspective" advised the youths not to use Facebook to "say bad things to people."

"Use it to communicate with your friends. Talk to them, share your knowledge and ideas," he said.

Besides advising youths not to "look around Facebook at midnight", Harris suggested schools conduct classes for students and teach them how to use Facebook, Twitter or any online social networks to disseminate information quickly.

He also pointed out that some schools needed to upgrade their obsolete computers.

General Manager of AZAM, Rosalind Yung wanted to know whether Facebook would be "replaced by something new"



The Facebook page of Kedai Ummie.

allow my sons to use Facebook until midnight and on weekdays until 10pm. I also tell my sons not to post anything they will regret later in life," he said. Meanwhile, Prime Minister Datuk Patinggi Mohd Najib Tun Razak, whose Facebook page can be viewed at [www.facebook.com/puallimnajib](http://www.facebook.com/puallimnajib) has urged the people to use social media network sites such as Facebook, MySpace and Friendster to enhance their

ParkCity Mall in Bintulu now also has a Facebook page for its tenants and consumers to convey their suggestions and proposals on how to turn the shopping mall into a thriving shopping centre for consumers.

Chief Executive Officer, Knish Pointer recently revealed that the ParkCity Mall Facebook had already registered 1,800 users.

Two complaints posted by consumers on the page had





“Kuasa pemasaran melalui Facebook  
adalah sangat luar biasa!”

~ Johnny Chan, eBoost Consulting

# Isu

Perpustakaan fizikal VS perpustakaan maya.

Kuasa Web 2.0 dalam meningkatkan kualiti perkhidmatan perpustakaan.

Pengguna membantu pustakawan (percuma).



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# Persoalan

Adakah perpustakaan kini bergerak seiring perkembangan teknologi?

Bagaimana teknologi menjadikan perhubungan antara pustakawan dan pengguna lebih mesra?

# **Cadangan Peningkatan Kualitas**

## **Mengetahui kehendak pengguna**

Profil pengguna

Sejarah dan statistik penggunaan

Sistem rekomendasi otomatis

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Rating

Rekomendasi

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Menjadi hero dalam komuniti mata



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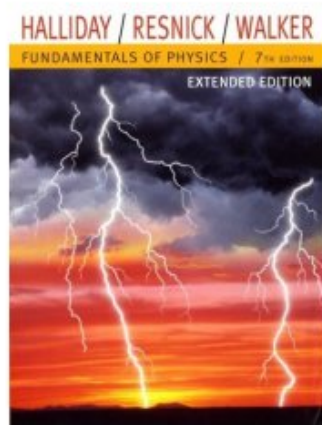
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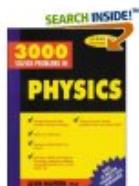
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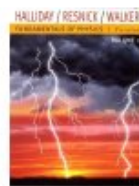
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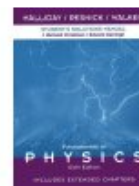
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1	<b><a href="#">Harriet Klausner</a></b> <b>Reviews written: 15199</b> <small>#1 REVIEWER REAL NAME™</small> <p>I was an acquisitions librarian in Pennsylvania and wrote a monthly review column of recommended reads. I found I liked reviewing and went on to freelance after my son was born. I have 2 dogs, a cairn and a pom, and four cats. Oh, I have a 21 year old son and a husband who wants to but is nowhere near retiring. I am a speed reader( a gift I was born with) and read two books a day.</p>
2	<b><a href="#">Lawrance M. Bernabo</a></b> (The Zenith City, Duluth, Minnesota) <b>Reviews written: 6666</b> <small>TOP 10 REVIEWER COMMUNITY FORUM 04</small> 
3	<b><a href="#">Donald Mitchell "400 Times More Income for You with The 2,000 Percent Squared Solution -- http://2000percentsolutions.blogspot.com/"</a></b> (founder of the 400 Year Project to demonstrate how to make improvements 20 times faster -- www.fastforward400.com -- in Boston) <b>Reviews written: 3270</b> <small>TOP 10 REVIEWER REAL NAME™ VINE™ VOICE</small>  <p>To facilitate your progress, I head a pro bono, noncommercial project to help the whole world make improvements at 20 times the normal rate. See <a href="http://www.fastforward400.com">www.fastforward400.com</a>.</p> <p>I am a professor, strategy consultant and co-author of business books exemplifying <a href="http://www.fastforward400.com">www.fastforward400.com</a>. See free</p>

“Oleh kerana pengguna kini sudah berubah, maka perpustakaan bukan sekadar perlu berubah bersama-sama mereka, malah membenarkan pengguna mengubah perpustakaan.”



**Jack Maness,**  
*Pengarah, Perpustakaan Kejuruteraan,  
Universiti Colorado Boulder, USA*

# Rujukan

- Maness, J. (2006). "Library 2.0 Theory: Web 2.0 and Its Implications for Libraries". *Webology*, **3** (2), Article 25. Available at:  
<http://www.webology.ir/2006/v3n2/a25.html>
- Maness, J. M. (2009, April). *Academic libraries save researchers time and money*. Library Connect Newsletter, 7(2).



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